

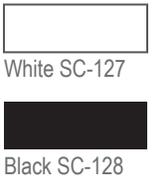


The Intelligent Choice for Decorating Concrete

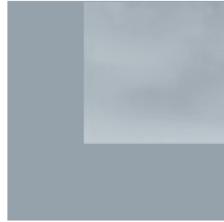
Another Quality Product Of NEWLOOK

# STANDARD COLOR SELECTION CHART

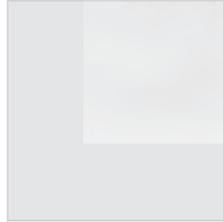
SmartColor™ is a premium water-based, nano-acrylic stain used to decorate, restore and revitalize concrete and masonry floors. Formulated with advanced nanotechnology, SmartColor offers tenacious adhesion to a variety of porous surfaces. The eco-friendly formula is the safe, user-friendly alternative to hazardous and unreliable solvent and acid-based stains. **SmartColor is also available in SC-127 White, SC-128 Black, metallics, and the 20 standard NewLook colors.** See reverse.



Licorice  
SC-101



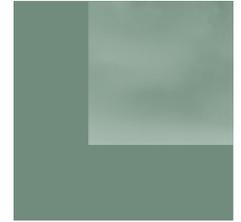
Oyster  
SC-102



Marshmallow  
SC-103



Mushroom  
SC-104



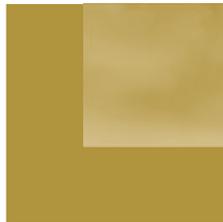
Poppy Seed  
SC-105



Butter  
SC-106



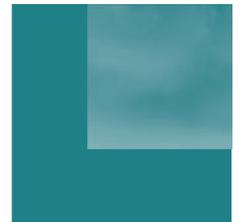
Quayle Potatoe  
SC-107



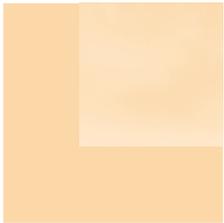
Brown Sugar  
SC-108



Kiwi  
SC-109



Juneberry  
SC-110



Peach  
SC-111



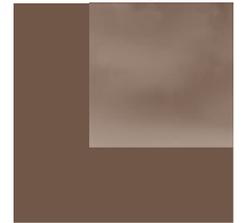
Muffin  
SC-112



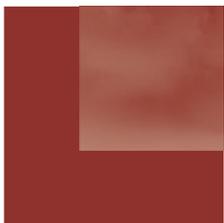
Peanut Butter  
SC-113



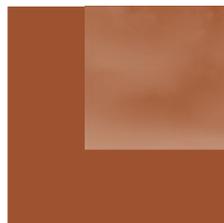
Toast  
SC-114



Hazelnut  
SC-115



Pomegranate  
SC-118



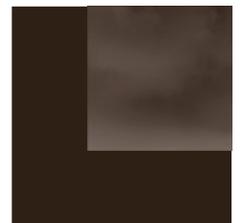
Cinnamon  
SC-129



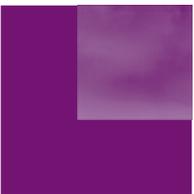
Milk Chocolate  
SC-119



Brownie  
SC-130



Coffee Bean  
SC-131



Eggplant  
SC-121



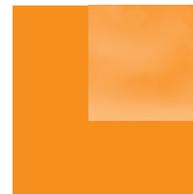
Blueberry  
SC-122



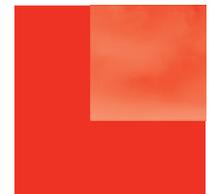
Lime  
SC-123



Lemon  
SC-124



Carrot  
SC-125



Tomato  
SC-126

The colors shown are approximate and, as close as possible, represent concrete with a flat-troweled finish. NewLook International, Inc. cannot control (and is not responsible for) preparation and application methods, jobsite conditions, finishing techniques, curing methods or other jobsite variables and, therefore, cannot guarantee the final appearance, adhesion or an exact color match. Texturing or finishing techniques, the use of sealers and slight color drifts in raw materials can produce variations in color. NewLook strongly recommends representative jobsite samples or site mock-ups prior to installation. Please read the technical data sheet and use common sense.

## Description – Say Good-Bye to Acid Stain!

Restore, decorate and revitalize your concrete and masonry floors using NewLook's **SmartColor™**, a premium water-based, nano-acrylic stain. Formulated with advanced nanotechnology, SmartColor offers efficient penetration and tenacious adhesion to a variety of porous substrates. It is water submersible, alkali, weather and UV light resistant. *The environmentally-friendly formula is the safe, user-friendly alternative to hazardous and unreliable solvent and acid-based stains.* SmartColor stains require a top coat and are compatible with solvent-based, water-based, single and two component products, including but not limited to acrylics, epoxies and urethane sealers. For more information and training videos visit [www.GetNewLook.com/SmartColor.html](http://www.GetNewLook.com/SmartColor.html) or scan the QR codes below!



- Superior nano-acrylic formula yields efficient penetration and tenacious adhesion to porous surfaces
- Compatible with neutralized acid, polymer-modified & acrylic stains
- Compatible with overlayments, micro-toppings and resurfacing compounds as a topical stain and integral color
- May be applied over sealed surfaces; easily maintainable
- Low odor; no respirators required--acid stain, eat your heart out!
- Very fast dry time; dries in minutes when sprayed with an HVLP
- Non-hazardous; overnight deliverable (no red label)
- Ultra-low VOC and no TAP or HAP; complies CA VOC requirements
- Weather and UV resistant; use for interior and exterior applications

## Recommended Use

A user-friendly stain for decorating and restoring the image of cured concrete slabs (7 day minimum cure time) and other porous substrates, including pavers, masonry and stucco. SmartColor may be applied over sealed surfaces. May be used indoors and outdoors. Refer to the SmartColor Technical Information Sheet available at [www.GetNewLook.com/SmartColor.html](http://www.GetNewLook.com/SmartColor.html) (scan QR code below). SmartColor is **not recommended** for use on non-porous substrates (e.g. resin, porcelain, metal, fiberglass) when submerged in water or exposed to extreme weather conditions.

## Preparation Recommendations

Read the SmartColor technical data sheet. Exfoliate and clean new concrete using EcoAcid™. Etch dense, non-porous surfaces with QuickEtch™ to achieve the recommended concrete surface profile (CSP) levels 1 or 2 according to ICRI standards ([www.ICRI.org](http://www.ICRI.org)). Completely remove all dust, dirt, loose debris, product residue, grease, or any foreign substance that could prevent SmartColor from penetrating and/or bonding. Preparation is the most critical part of the project.

## SmartColor is available in metallics, too!



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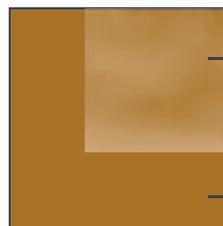


## Installation Recommendations

Depending on the desired effect, SmartColor is applied via airless sprayer, HVLP, pump sprayer, the NewLook Applicator Brush™, bristle brush, sea sponge or paint roller. For best results, create a mist of SmartColor over the intended surface using an airless or HVLP sprayer. A mottled, variegated finish can be achieved through the various absorbencies of the substrate, as well as the unique weights of each SmartColor pigment. Seal with SmartSeal™ or other NewLook compatible sealers.

## Color – Mix and Blend to Create Your Own Colors!

SmartColor is available in many popular colors used to create a wide range of effects. Dilute the concentrate according to instructions to increase translucency (see color swatch below). All SmartColor stains are compatible in both the wet and dry stage. For example, add some Black SC-128 to any other SmartColor for a darker hue! Custom color matching and cross-reference color matching to other manufacturer's standard colors are available. Not enough for you? At no extra cost, SmartColor is also available in the 20 standard NewLook colors (e.g. Cowboy Dust, Light Oak, Buffalo Brown, etc.). *Note: Husbands must receive permission from their wives before selecting a color.*



SmartColor may be diluted to increase transparency and help achieve a variegated or mottled appearance like acid stains.

SmartColor may be used to create a semi-opaque (solid) finish. See mixing instructions on the product label.

## Creating Your Own Marketable Faux Finish Recipes

When baking up a gorgeous faux finish, use a combination of contrasting color ingredients that compliment each other. Generally, a base color—the concrete floor itself or a compatible stain—should have a lighter hue than the SmartColor used on top to allow for sufficient color contrast; the semi-transparent nature of SmartColor allows a base color hue to manifest itself through the SmartColor. When selecting colors, consider using near analogic or accented analogic color schemes (e.g. light tans with dark browns, oranges and reds).

## Coverage Rates

Package Size	Total Yield*	Coverage†
4 oz Test	20 ounces	35-50 sq. ft.
1 Liter (33 oz.)	1.25 gallons	250-400 sq. ft.
1 Gallon	5 gallons	1000-1600 sq. ft.
5 Gallon	25 gallons	5000-8000 sq. ft.

\* Mix with clean water. While not always required, distilled, reverse osmosis or deionized water may be used to help ensure product durability and optimal adhesion.

† Based on a dilution ratio of approximately 4:1. Coverage varies with substrate porosity, moisture content, surface temperature and application method.

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